

October 20, 2006

FOR IMMEDIATE RELEASE

Alberta Auction Market Association Members

Re: Automation of Brand Information for Automating LIS A-Forms

Viewtrak Technologies, General Computer Systems (Genesys) are pleased to be working in conjunction with Livestock Identification Services Ltd in facilitating the automation of brand information capture at Alberta auction markets in order to automate the creation of transportation permits (A-Forms).

This project will provide your market with the means to capture manifest information into a digital format. From this collected information, the LIS A-Form can automatically be created at the end of the sale by the LIS Inspector.

As LIS noted in a February 23, 2006 communication to Alberta Auction Markets' Association, LIS will pay your market \$0.15 per digital manifest and/or A-Form generated. This incentive is designed to be an additional source of revenue for your market and to assist in offsetting the required software modules costs that will be deployed in Phase 2 (see below).

This important project will remove any variability in brand descriptions and use the LIS digital brand registry for creating brands on documents (replaces hand writing). Most importantly, after the capture of brand information upon consignment of cattle at the market, this information will be stored and interfaced with your Genesys "MarketMaster" software system. The end result is that LIS inspectors will be able to more quickly and accurately generate A-Forms so that animals can more rapidly be loaded out at the completion of your sale.

Implementing the project will occur in 2 phases:

Phase 1 – Market Hardware Upgrades

- Review of your market's existing hardware that runs MarketMaster to determine site specific upgrade requirements
- Hardware upgrade to accommodate "Enterprise" version of UNIX operating system
- Network cable and network hub installation/upgrade
- Ethernet card
- PC workstation per brand entry location

NOTE: All auction markets in Alberta are eligible for a rebate of up to 50% of the purchase price of a computer system or eligible system upgrade through the CCIA Auction Market Hardware Upgrade Program (maximum reimbursement \$2,500). An application form for this program has been included in this news release.

Phase 2 – Software Module to Run Brand Look Up Program and Generate A-Forms

Once your market has received the required hardware infrastructure upgrades, you will be ready to have the software module installed that enables automated A-Form generation. In response to keeping your implementation costs to a minimum, this MarketMaster software module will be installed on your system *for no charge*. Your market will only pay for the upgraded level of service on a per use (per digital manifest and/or A-Form generated) basis. The upgraded software will keep track of the number of manifest and A-Forms generated by your market and you will be invoiced at the end of every month.

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